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# Marketing Campaign Intranet Portal

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# **MARKETING CAMPAIGN INTRANET PORTAL**

A graduate project submitted to Dakota State University in partial fulfillment of the  
requirements for the degree of

Master of Science

in

Information Systems

December 2005

By

Dalene K. Schramm

Project Committee:

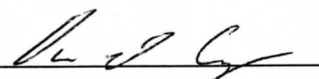
Omar El-Gayar, Committee Chair

Professor Mark Moran

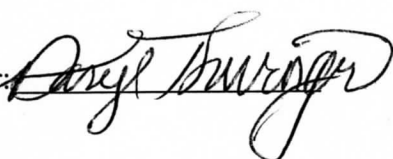
Daryl Thuringer

We certify that we have read this project and that, in our opinion, it is satisfactory in scope and quality as a project for the degree of Master of Science in Information Systems.

Project Committee

Faculty supervisor:  Date: 1/25/06

Committee member: Mark Moran Date: 1-25-06

Committee member:  Date: 1-6-06

## ACKNOWLEDGMENT

I would like to thank Clare vanBrandwijk and Daryl Thuringer with Avera Health for allowing me to work on this project. Hopefully it exceeds your expectations.

Thanks also to my daughters, Robyn and Macy for giving me time to study and not complaining. I would also like to thank my mom and dad, and my mother-in-law and father-in-law for all their support. You're the best family a girl could ask for.

Last but not least, I would like to thank my husband, Justin. Without your unending support and encouragement I would never have earned my Bachelor's or my Master's degree. You are indeed a patient man. Thank you so much for supporting my dreams, as they become reality.



## ABSTRACT

The Avera corporate marketing department tracks the marketing campaigns of the corporate office, four regional Avera hospitals, as well as the small hospitals and clinics in the health system. Currently, the process is very manual with data gathered primarily from the marketing directors and then recorded in several formats including an Excel spreadsheet and on paper.

The underlying research question is if proper project management and good portal design can lead to an easy-to-use marketing campaign tracking tool that will be implemented and used successfully by the Avera corporate marketing department and eventually the entire Public Relations & Marketing Committee.

At the request of the corporate marketing department, a web portal was developed in FrontPage 2002 with an Access 2000 SR-1 Professional database. The goal of the portal, first and foremost, was ease of use. User input was critical to the development of the portal and will determine if the project is a success.

Modularity was used in the design of the interface with consistent design elements including fonts, graphics, menus and layouts. Different elements on each page were kept to a minimum thereby ensuring integrity. Consistency was strongly enforced to make the portal easier to use.

The end result of the project is a simple online marketing campaign portal incorporated with an Access database. The portal has been well received by the corporate marketing department due in part to their valuable input in the design process. The first

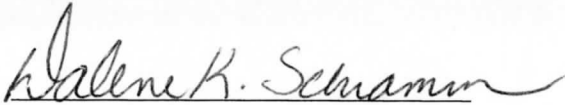
version of the portal is adequate at this time with future enhancements planned including graphical reports, a calendar and timeline.

## DECLARATION

I hereby certify that this project constitutes my own product, that where the language of others is set forth, quotation marks so indicate, and that appropriate credit is given where I have used the language, ideas, expressions or writings of another.

I declare that the project describes original work that has not previously been presented for the award of any other degree of any institution.

Signed,

A handwritten signature in cursive script, reading "Dalene K. Schramm". The signature is written in dark ink and is positioned above the printed name.

Dalene K. Schramm

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## **Statement of the problem**

The regional hospital marketing departments function as four independent marketing teams. There is some collaboration but most campaigns are designed and implemented at the regional level. As a result, there is often duplication of labor, redundancy in the creation, and execution of such marketing campaigns. Besides wasting time, money and resources, similar regional campaigns have run concurrently, thereby decreasing the effectiveness of each campaign. By developing a central marketing campaign tracking system, the corporate marketing department and the regional marketing directors will be able to see past, current and future marketing campaigns throughout Avera.

Currently, the marketing directors at the regional and corporate level do not use a collaborative on-line solution to track their marketing campaigns. Aside from a custom-built product, there are multiple vendors that offer off-the-shelf marketing campaign management solutions. Examples include Commence Corporation, MarketingPilot Software, and Marketing Central. Many of these campaign management solutions offer more features than the marketing directors need and require substantial dedication on the part of the marketing directors to learn.

Commercial off-the-shelf products offer features such as the items listed below in Table 2.



**Table 2. Features Offered by Commercial Products**

<b>Features Offered by Commercial Products</b>	
•	Marketing project management
•	Budgeting
•	Job Requests
•	Event Calendar
•	Scheduling
•	Digital Asset Management
•	Review and Approval
•	Discussion Boards
•	Branding
•	Web Conferences

The success of this project depends upon ease of use. If too many features are built into the system, the directors will not use it.

When this project was initially undertaken, it was with the intent of having the regional facilities input their own marketing campaigns into the marketing campaign portal. It has been decided to start with only the corporate marketing projects. If it is successful with the smaller test group, then it will be rolled out to the entire Avera Public Relations and Marketing Committee.

### **Objective of the project**

The objective and goal of this project is the development of an easy to use marketing campaign intranet portal for the Avera corporate marketing department to view and track past, current and upcoming marketing campaigns. Campaign data will be entered on-line and then saved in a database for future reference.

The desired outcome is an easy to use marketing campaign intranet portal that is used by the corporate marketing department to save time and money through the tracking of marketing campaign information. Major deliverables include an intranet portal and database.

The underlying research question is if proper project management and good portal design can lead to an easy-to-use marketing campaign tracking tool that will be implemented and used successfully by the Avera corporate marketing department and eventually the entire Public Relations & Marketing Committee.

## CHAPTER 2

### LITERATURE REVIEW

#### Scope of the Project

The objective and goal of the project was to develop a marketing campaign intranet portal for the corporate marketing department to view and track past, current and upcoming marketing campaigns. The objective was achieved through the creation of an easy to use marketing campaign intranet portal, which was developed for the Avera corporate marketing department.

Although the project did not go entirely as planned, it was nonetheless successful. The eventual success of the portal will be defined by how often the marketing staff uses it and if they are happy with it. It should save them time and make their jobs easier. There must also be (1) management commitment, (2) a clear way to measure if the portal is meeting the needs of the committee, (3) constant communication among team members; and (4) continued training (Wiegers, 1997).

#### Project Breakdown

At the start of a project there is “often have quite messy, poorly structured situations, where objectives are not clear, where different constituencies have conflicting aims, and where the way forward requires vision and leadership as well as hard analysis and design.” (Morris, 2002). In order to move ahead in a productive and efficient manner, a well thought-out work breakdown structure must be defined.

Research conducted by Koskela (2002a and b) reveals that “without an overall work breakdown structure, it is not possible to carry out planning and scheduling as prescribed by the doctrine of project management”. But what is project management? Lane (2002) defines project as management as “all that mix of components of control, leadership, teamwork, resource management etc., that goes into a successful project.”

In order to create some sense of structure, the project needed to be broken down into phases. Since “planning is everything and ongoing” (Greer, 2004a and b), considerable thought went into the development of the project work break down structure outlined in the following Table 3:

Table 3. Project WBS Categories

Project WBS Categories
<ul style="list-style-type: none"><li>• Research</li><li>• Architecture Design</li><li>• Portal Development</li><li>• Testing and Debugging</li><li>• Training</li><li>• Launch</li><li>• Maintenance and Support</li></ul>

See Appendix B Work Breakdown Structure (WBS) for details.

**Research: Interview Corporate Marketing Staff**

In the summer of 2005, a meeting was held with the Avera Health Director of Marketing and Public Relations and the Avera Health Marketing and Public Relations Associate, to discuss a tool to track marketing campaigns throughout Avera. Their original vision was a “10,000 foot view” of all marketing projects that would show the campaign description, start date, due date, details, the Avera facility running the campaign, and the

medium used. They wanted it to be easy to add campaign data and to sort it by event and date. They also requested a timeline with an 18-month view.

The intended audience was the Avera Health Public Relations and Marketing Committee. In the past, it was attempted to have the marketing directors track their monthly activities on paper and also through the use of a web form. Unfortunately, due to several factors, neither format was very successful. Reasons cited included (1) it was difficult to use, (2) time consuming, and (3) unnecessary.

Jacob and McClelland (2001) also note that “projects are difficult to manage because they contain uncertainty and they involve three different and opposing commitments: due dates, budget and content”. These three factors, in addition to previous failed attempts at tracking marketing campaigns, add complexity to the project and may ultimately lead to its failure.

Another major reason the first project failed was marketing’s inability to change their record keeping processes. A process change was required. As job performance often is based on the marketing directors accountability, a marketing campaign management tool would enable them to display past, current and future projects quickly with accountability showing beside each activity. Research from Candau (2002) and personal experience has shown that marketing professionals “tend to focus more on the “creative” side of work”; however, marketing cannot afford to ignore the importance of project management.

How well the marketing committee works together as a team will define the success of the project. To be a success, “team members must have complementary skills and be dedicated to the common purpose, performance goals, and approach to which they hold

themselves mutually accountable.” (Leishman, 2001). This will be a challenge for the committee. Failure to function as a team will mean most certain failure for the project.

### **Research: Interview Marketing Directors**

After interviewing the corporate marketing staff, the original plan was to interview the marketing directors at the four regional facilities; however, it was decided that for the first phase of development, only the corporate marketing staff would use the campaign portal. The regional marketing directors would be added at a later time.

### **Research: Research marketing campaign management software vendors**

To prepare for the development of the marketing campaign portal, on-line research of several companies including Commence ([www.commence.com](http://www.commence.com)), MarketingPilot ([www.marketingpilot.com](http://www.marketingpilot.com)) and Marketing Central ([www.marketingcentral.com](http://www.marketingcentral.com)) was conducted. According to usability expert Jakob Nielsen (2005), most “out of the box” products do not meet customer needs as vendors try to build a one-size-fits-most model and end up frustrating customers. What users are looking for are personalized products (Nielsen, 2005).

The three companies offered very comprehensive software products to manage accounts and campaigns, which included reports, calendars, budgets and tracking. The software products also integrated with MS Office and offered mobility for busy marketing staff. Aside from the cost which ranged from several hundred dollars a month to thousands of dollars, they present marketing staffs with the challenge of learning yet another difficult software product.

**Commence**

According to the Commence website (<http://www.commence.com/>), Commence is an international company based in Tinton Falls, New Jersey and was founded in 1988. It is a software company that specializes in “customer relationship management and business process automation.” (Commence, n.d.)

Commence clients include the following companies listed in the table below:

**Table 4. Commence Clients**

Commence Clients
<ul style="list-style-type: none"><li>• abc</li><li>• Bank of America</li><li>• Chase</li><li>• Ford</li><li>• IBM</li><li>• Merrill Lynch</li></ul>

(Commence, n.d.)

Commence offers a Desktop CRM package for creating and managing marketing campaigns. Features include:

**Table 5. Commence Product Features**

Commence Product Features
<ul style="list-style-type: none"><li>• Account management</li><li>• Campaign management</li><li>• Task &amp; event management</li><li>• Budgeting</li><li>• List management</li><li>• Integration with Outlook, Word &amp; Excel</li></ul>

(Commence, n.d.)

Advantages of the Commence package include a comprehensive calendar to track campaigns and manage activities, integration with MS Outlook, Word and Excel, and the ability to share campaign information in a team setting.

Disadvantages include numerous unnecessary features; it is an off-the-shelf, one-size-fits-all product; and there is a substantial learning curve.

**MarketingPilot**

MarketingPilot (<http://www.marketingpilot.com/>) is located in Evanston, Illinois and was founded in 1999. The MarketingPilot website states that it is the “lead provider of marketing information systems”. (MarketingPilot, n.d.)

MarketingPilot clients include the following companies listed in the table below:

**Table 6. MarketingPilot Clients**

MarketingPilot Clients
<ul style="list-style-type: none"><li>• Training Partners</li><li>• CarSmart.com</li><li>• Atlantic Medical Imaging</li><li>• Honeywell</li><li>• Ohio Savings Bank</li><li>• Metlife</li></ul>

(MarketingPilot, n.d.)



Features of the MarketingPilot web portal include:

Table 7. MarketingPilot Product Features

MarketingPilot Product Features	
•	Ability to submit and manage project requests
•	Upload documents
•	Route documents and digital media for review and approval
•	Review and approve documents and digital media
•	Email notification of changes to the projects, documents and digital assets that they use.

(MarketingPilot, n.d.)

Below is an image from the MarketingPilot website of its Marketing Campaign Management product. It allows multiple users to view the status, start date, code, name, description, category, and item creator in one convenient location. Campaigns can also be filtered.

Status	Start Date	Code	Name	Description	Category	Created By
Active	1/1/2001	WEBSITE	MarketingPilot Web Site	Tracks visitors to MP web site	Web Site	Ken Burroughs Mark
Active	10/22/2001	GOOGLE	Google Keyword Advertising	Advertising on Google Web Site	Search Engine	Ken Burroughs
Active	12/1/2001	BUSINESS.C	Business.Com Directory Listings	Listings on Business.Com Web sit	Search Engine	Ken Burroughs
Active	12/1/2001	OVERTURE	Overture Keywords	Purchasing Keywords on Overture Web Site		Joe User
Active	3/8/2002	KNOWLEDG	KnowledgeStorm	Listings on KnowledgeStorm Sear Web Site		Joe User
Active	5/1/2002	CAPTERRA	Capterra	Listing on Capterra Software Direc Web Site		Ken Burroughs Market
Active	6/11/2003	AIPMM	AIPMM Webinar Series	MarketingPilot 101 for AIPMM me Web Site		Mark Decker MarketingP
Active	8/15/2003	NEWSLETT	MarketingPilot Newsletter	Quarterly MP Newsletter sent to p Newsletter		Ken Burroughs Mark
Active	8/31/2003		Terry's Internet Campaign	blabla	E-Mail Marketing	Roger Rader Mail
Active	9/1/2003		sal Blast		Marketing	Ken Burroughs

Figure 1. MarketingPilot Screenshot

(MarketingPilot, n.d.)

Advantages of the MarketingPilot product include document and digital media management as well as the ability to submit and manage project requests. Ideal for enhanced teamwork between the sales and marketing departments. Disadvantages are similar to Commence including numerous unnecessary features, it was designed for large companies, and there is a substantial learning curve.

**Marketing Central**

Marketing Central (<http://www.marketingcentral.com/>) is located in Atlanta, Georgia and has over “10,000 active users in 900 different companies”. It offers a marketing project management product for marketing teams to manage campaigns in addition to scheduling and budgeting. (Marketing Central, n.d.)

Marketing Central clients include:

**Table 8. Marketing Central Clients**

Marketing Central Clients
<ul style="list-style-type: none"><li>• USBank</li><li>• Johnson &amp; Johnson</li><li>• Sears</li></ul>

(Marketing Central, n.d.)

Features of the Marketing Central marketing project management product include:

**Table 9. Marketing Central Product Features**

Marketing Central Product Features
<ul style="list-style-type: none"><li>• Production scheduling</li><li>• Online proofing &amp; approval</li><li>• Budget tracking</li><li>• Project time tracking</li><li>• Online discussion</li><li>• Marketing results tracking</li></ul>

(Marketing Central, n.d.)

Marketing Central's product includes a one-time license fee of \$2,000, training of \$250 to \$1,000 and monthly fees ranging from \$300 for 10 users to \$2,000 for 100 users. (Marketing Central, n.d.)

The Marketing Central website shows various aspects of their marketing project management product. It is purported to be easy to use, and increases collaboration and communication among employees in the marketing department. Marketing Central's product creates reports, tasks, projects, libraries, and an event calendar. It also requires users to log in and out of the system.

The screenshot displays the Marketing Central web application interface. The top navigation bar includes links for Product, Request Live Demo, Company, Clients & Users, and FAQ. The main content area is titled 'Project Management Overview - (5/10) - Microsoft Internet Explorer'. The sidebar on the left contains a 'Project Schedules' section with a description of the tool's capabilities. The main content area features a 'Key Tasks' section with a 'Schedule Summary' and a table of tasks.

**Project Schedules**

Schedules provide comprehensive project management, traffic, and workflow management.

Schedules can be created from an Estimate, from a best-practice template, or from scratch.

A single traffic manager can update the Schedule and all of its information, or the powerful trafficking capabilities that empower assignees to manage and update their own tasks can be used.

**Key Tasks**

Schedule Summary:

- First Date: 10/21/05
- Last Date: 8/8/06
- Number Open Tasks: 36
- Number Late Tasks: 0

Task Group: 1. Corporate Positioning

Task	Assignee	Start Date	Due Date	Task Status	Progress
Review current corporate positioning statement(s)	John Dickens	10/21/05	11/3/05	Open	0%
Submit suggested changes to corporate positioning to CEO	John Dickens	11/4/05	11/4/05	Open	0%

Task Group: 2. Solution Positioning

Task	Assignee	Start Date	Due Date	Task Status	Progress
Gather positioning input from Industry Marketing	Tom Rich	10/26/05	11/17/05	Open	0%
Gather positioning input from Product Marketing	Steve Ryan	10/26/05	11/17/05	Open	0%
Gather positioning input from Strategic Marketing	John Dickens	10/26/05	11/17/05	Open	0%
Identify target customer segments	Anita Nicolls	11/18/05	12/15/05	Open	0%
Identify target customer's business drivers and initiatives	John Dickens	11/18/05	12/15/05	Open	0%
Gather positioning input from Channels and Allies Marketing	Steve Ryan	12/26/05	12/23/05	Open	0%
Compose brief description of our solution	Anita Nicolls	12/27/05	1/3/06	Open	0%

**Figure 2. Marketing Central Screenshot**  
(Marketing Central, n.d.)

**Research: Identify Portal Features**

After reviewing off-the-shelf marketing campaign management products and gathering the requirements of the corporate marketing department, it was decided to use web interface forms with a database backend. Selected portal interface features include:

**Table 10. Portal Interface Features**

Portal Interface Features
<ul style="list-style-type: none"><li>• View</li><li>• Search</li><li>• Sort</li><li>• Add</li><li>• Edit</li><li>• Delete</li><li>• Print</li></ul>

**Research: Investigate database needs**

Historically, Avera websites have incorporated either an Access or SQL database. Due to licensing issues, ease of use, and user requirements, it was decided to use an Access database. Although not the first choice due to security issues, Access was the best choice at the time to get the project off the ground. If the portal continues to grow, the database can be converted to SQL.

**Research: Investigate Website Development Needs**

At the beginning of the project, MS Project was considered as an alternative to a full-fledge website. However, to generate web quality reports from MS Project was not possible with the 2002 version. There was also the issue of posting the reports on the web server, which would require FTP access to the web server. A final concern was training the marketing directors to use MS Project as most of them did not have MS Project and did not

know how to use it. As a result, it was decided to create a web site in FrontPage 2003 that would use forms to update an Access database. Once again, it was not the best choice but FrontPage is the Avera web development standard.

### **Architecture Design**

MS FrontPage 2002 and Access 2000 SR-1 Professional were selected as the tools to develop the marketing campaign portal. The database was designed based on the corporate marketing department's specs. They requested to track individual projects, campaign, date open, due date, client, description, accountability, medium used, and if the project was completed or not.

### **Portal Development**

Once the database was created, the portal interface was designed in PhotoShop 6.0. The original design was based on the standard look and feel of the [avera.org](http://avera.org) website. After reviewing the draft interface, it was decided to remove the gray menu bar at the left and move the menu to the top of the page to allow more horizontal space to view the projects. With the look and feel in place, the search pages and drop down boxes were designed so users could search by campaign, all open campaigns, client, medium, accountability and closed campaigns. The timeline view and calendar view will be developed at a later date.

### **Testing and Debugging**

A link to the portal was shared with the corporate marketing department and the portal was tested for functionality and to see if any technical issues arose. During the first round of revisions, it was discovered that users were unable to search by campaign. Campaign was added to the "Edit Campaigns" page as well as an additional search feature. It also became apparent that the drop down menus, which ran off queries, showed all projects while the

results only displayed “open” events. The query was updated to show only open projects. The corporate marketing department signed off on the next round of revisions.

### **Training**

At this time, no formal training sessions have been held with the corporate marketing department. A brief phone session was held when the first version was presented. Since it is very simple and straightforward, very limited training will be necessary; however, training is needed to ensure they know the correct way to use all the portal features. If the portal is rolled out to the regional marketing directors, they will be sent a copy of the users manual.

### **Launch**

The site was launched successfully. Only one member of the corporate marketing department has seen the portal in its entirety. An introductory email will be sent to the department explaining the portal features and asking for their feedback.

### **Maintenance and Support**

After an initial trial period, the portal could be rolled out to the regional marketing directors. Maintenance and support of the portal will be minimal. Future enhancements such as a more comprehensive timeline and calendar are being considered.

## CHAPTER 3

### SYSTEM DESIGN

#### System Specifics

FrontPage 2002 and Access 2000 SR-1 Professional were used to create the portal and database. Although better alternatives may exist, both products are the Avera standard. Both products are current technology and they produce effective results. For now, the portal is residing on a Compaq web server running Windows 2000 Server. It will be moved shortly to the intranet server which is a multiprocessor machine running Windows 2000 Server.

#### Software Selection

At the beginning of project development, numerous hours were spent evaluating the use of Microsoft Project to track the marketing projects. Time was spent entering test data and researching the ability to web-enable graphs and reports. After several weeks spent on this alternative, it was decided to abandon it in favor of a full-fledge website. In the future, MS Project may be used to enhance the marketing campaign portal. Useful features of MS Project include the ability to create Gantt charts, work breakdown structures, the calendar, and resource tracking. Newer versions of MS Project may offer a better way to web enable graphs and reports.

After MS Project was abandoned, custom code development in PHP was considered. Due to time constraints and lack of substantial experience with PHP, FrontPage was chosen



and used in conjunction with a few lines of JavaScript. Although probably not the optimum solution, FrontPage is the standard web tool for Avera Health.

For the database, SQL was considered but since only a few users in the IT department have access to write SQL code, Access was selected. It is easy to use and if necessary, a copy can be saved from the web server and sent to the corporate marketing department for other uses.

### **System Requirements**

The portal is best viewed with MS Internet Explorer Version 5.5 or greater. The site was not tested with Fire Fox or Netscape Navigator, as the Avera standard today is Explorer 5.5.

### **User Interface Design Criteria**

First and foremost, the portal had to be easy to use. Navigation was kept simple with traditional hyperlink colors in blue with gray for visited links. The layout is logical and the design is based on the [avera.org](http://avera.org) website which is familiar to the corporate marketing department. Although a nice user interface enhances the visitor experience, it alone does not make it easy to use.

Modularity was used in the design of the interface. The page header, menu, and table layout are consistent and easy to quickly update. The fonts, colors, spacing and alignment as well as the general look and feel of the site are shared and consistent on each page. Different elements on each page were kept to a minimum thereby ensuring integrity. Consistency was strongly enforced to make the portal easier to use.



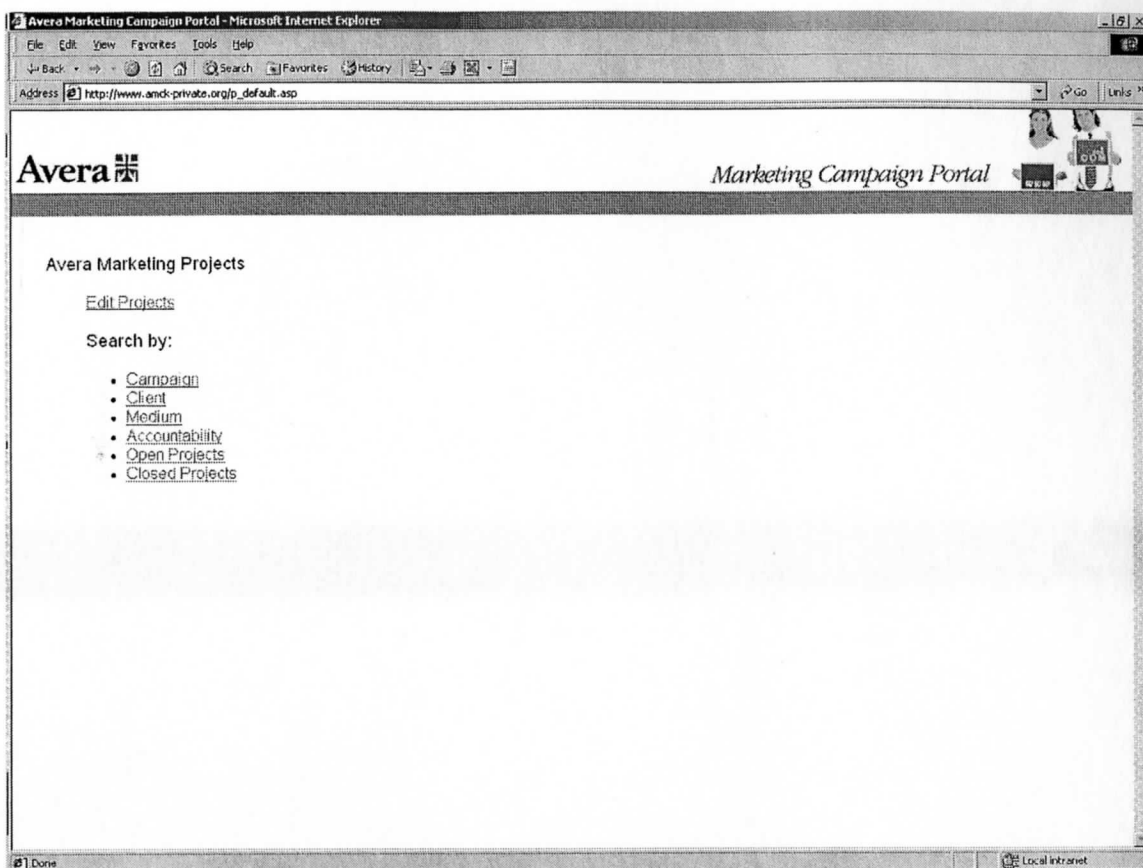


Figure 3. Portal Home Page Screenshot

Database Design Criteria

The database was designed in Access 2000 SR-1 Professional. The primary table is called “Data”. Fields include:

Table 11. Data Table Fields

Data Table Fields	
Field Name	Data Type
• Key	• Auto Number
• DateOpen	• Date/Time
• Campaign	• Text
• Client	• Text
• Description	• Text
• DueDate	• Date/Time
• Comments	• Text
• Accountability	• Text
• Type	• Text
• Finished	• Text

In addition to the table, there are also seven queries that run off the table. Queries include:

Table 12. Database Queries

Database Queries
• Accountability
• Campaigns
• Clients
• Closed Campaigns
• Due Date
• Open Campaigns
• Type

The queries are used for the search pages drop-down boxes. They filter out closed projects and display only one record per type. For example, in the accountability query, “Daryl” will only show once even though there are 22 records in the database with “Daryl” in the accountability field. Please see Appendix E for database screenshots.

## CHAPTER 4

### CASE STUDY

The end result of the project is a simple online marketing campaign portal incorporated with an Access database. The primary functions of the portal are to search for records, edit records, delete records, add records, and print a project list. See Use Cases in Appendix D for details.

User experience up to this point has been limited, as it has not been formally rolled out to the entire corporate marketing department. It appears that it will meet the needs of the department; however, it will need to be enhanced. Original specs called for a more graphical overview of all projects i.e., a timeline and calendar. Incorporating dynamic charting and reports will enhance the user experience. For now, it has been well received and a positive user experience. The corporate marketing department appears to be satisfied with the first version of the portal.

Experience with the system has been a learning process. A point of confusion was the difference between a project and a campaign. The original version of the portal showed only campaigns, which were actually projects, and did not list the project campaign.

Up until this project, Avera FrontPage websites have not allowed users to edit data in an on-line database. Numerous web forms have been developed where users can add records to a database but they could not edit or delete records.

After researching on the Microsoft website, a well-hidden tool was discovered called the Database Interface Wizard. Numerous tries later and lots of adjustments, a satisfactory campaign management portal was created.

## CHAPTER 5

### CONCLUSIONS

Overall, this project went well. This was the team's first website development project working together and member insight was appreciated. Team members knew what they wanted and were not afraid to ask for revisions. This proved to be very helpful.

Enhanced features in FrontPage were discovered which will prove beneficial in future website development. Brushing up on project management skills was a plus as was writing use cases, and creating a Gantt chart and Work Breakdown Structure.

Looking back, there were a few areas where things went wrong. The biggest problem was failure to start the project sooner. Original project start date was June and the project was not started until August. Interviews were held in June but the product was not in development until August or September. Although it was completed, more time could have been used to add additional features such as the calendar and reporting feature. The work breakdown structure served as a guide only although all tasks were completed as required.

The objective of developing an easy to use marketing campaign intranet portal for the Avera corporate marketing department to view and track past, current and upcoming marketing campaigns was achieved. The deliverable is not exactly as originally intended but in its simplest form, it does what it is supposed to do, namely store and display marketing projects.

Valuable lessons learned through the development process included gathering user input at the beginning of the project, researching the best possible development tools, and the

importance of testing. Having the user test the portal provided valuable feedback. Finally, anything worth doing is worth doing well.

Future enhancements to the portal include the addition of a timeline, calendar, and possibly graphical reports. If the database grows substantially in size, it will be converted to SQL. An alternative to enhancing the portal could be the purchase of an off-the-shelf marketing campaign software product. It would, of course, need to be relatively inexpensive and easy to use.

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## APPENDICES

### APPENDIX A: USERS' MANUAL

The Marketing Campaign Portal is located at [http://averanet/portal/p\\_default.asp](http://averanet/portal/p_default.asp)

Users can edit projects or search for campaigns by clicking the following hyperlinks on the portal search page:

- Campaign
- Client
- Medium
- Accountability
- Open Projects
- Closed
- Projects

**Avera Marketing Projects - Open Campaigns Sorted by Client**

Please Select a Client		Submit	Reset
Please Select a Client			
Avera			
Avera Foundation			
Avera IT			
Finance			
Foundation			
Rural Health			
Due Date:		5/2005	
Comments:		Due ASAP. With JTP	
Accountability:		Clare	
Medium:		Letters / Articles	
Edit >>		Delete >>	

AH Report (Client: Avera)	
Date Opened:	12/5/2005
Due Date:	12/15/2005
Comments:	Send message 12/5
Accountability:	Clare
Medium:	Newsletter
Edit >>	Delete >>

## Search by Campaign

Open projects are displayed by due date in descending order. Projects due soon will be displayed at the top of the page.

Avera Marketing Campaign Portal - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites History Print

Address http://www.avera-private.org/p\_campaigns.asp Go Links

**Avera** Marketing Campaign Portal

[Edit Projects](#) | [Search](#) | [Home](#)

**Avera Marketing Projects - Campaigns**

-- Please Select a Campaign -- Submit Reset

-- Please Select a Campaign --

- Advocacy
- Branding
- Cancer
- Childrens
- Communication
- Conferences
- eICU
- Foundation
- Image
- IT Initiative

(Campaign: Advocacy)

Accountability: Clare

Medium: Brochure

Finished: Yes

[Edit >>](#) [Delete >>](#)

**Advocacy Display** (Campaign: Advocacy)

Date Opened: 5/24/2005

Due Date:

Client: Avera

Comments:

Accountability: Clare

Done Local intranet

## Search by Client

Projects can be sorted by client name by selecting from one of the choices in the drop-down box. The drop-down list only includes the names of clients with open projects.

**Avera Marketing Projects - Open Campaigns Sorted by Client**

1/2005

**Client:** Avera  
**Comments:** November and January pending  
**Accountability:** Daryl  
**Type:** Newsletter

**AOU - In the Community**

**Date Opened:** 10/13/2005  
**Due Date:** 1/1/2006  
**Client:** Avera  
**Comments:** Work with Amy Schreier on Prison and Delox story.  
**Accountability:** Clara  
**Type:** Newsletter

## Search by Medium

Open projects can also be sorted by medium i.e., billboard, newsletter, etc., by selecting one of the options in the drop-down list.

**Avera Marketing Campaign Portal - Microsoft Internet Explorer**

Address: [http://www.aver-private.org/p\\_type.asp](http://www.aver-private.org/p_type.asp)

**Avera** Marketing Campaign Portal

[Edit Projects](#) | [Search](#) | [Home](#)

Avera Marketing Projects - Open Campaigns Sorted by Medium

-- Please Select a Medium -- Submit Reset

-- Please Select a Medium --

- Brochure
- Display
- Letters / Articles
- Logo
- Misc
- Newsletter
- Press
- Print Ad
- Promo
- Public

**ift Market (Medium: Brochure)**

Accountability: Daryl

[Edit >>](#) [Delete>>](#)

**Guide to Your Hospital Bill (Medium: Brochure)**

Date Opened: 5/31/2005

Due Date:

Client: Finance

Comments: With Jason pending additional changes.

Accountability: Clare

[Edit >>](#) [Delete>>](#)

Done Local intranet

## Sort by Accountability

Projects can be sorted by accountability by selecting one of the names in the drop-down box. The names shown in the drop-down list include only those individuals that are responsible for an open campaign.

Avera Marketing Campaign Portal - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites History

Address http://www.averaportals.org/p\_accountability.asp

Go Links

**Avera** Marketing Campaign Portal

[Edit Projects](#) | [Search](#) | [Home](#)

Avera Marketing Projects - Sorted by Accountability

Clare  
 Clare / Carrie  
 Clare / Danielle  
 Clare / Traci  
 Daryl  
 Daryl / Clare

(Accountability: Clare)  
 005

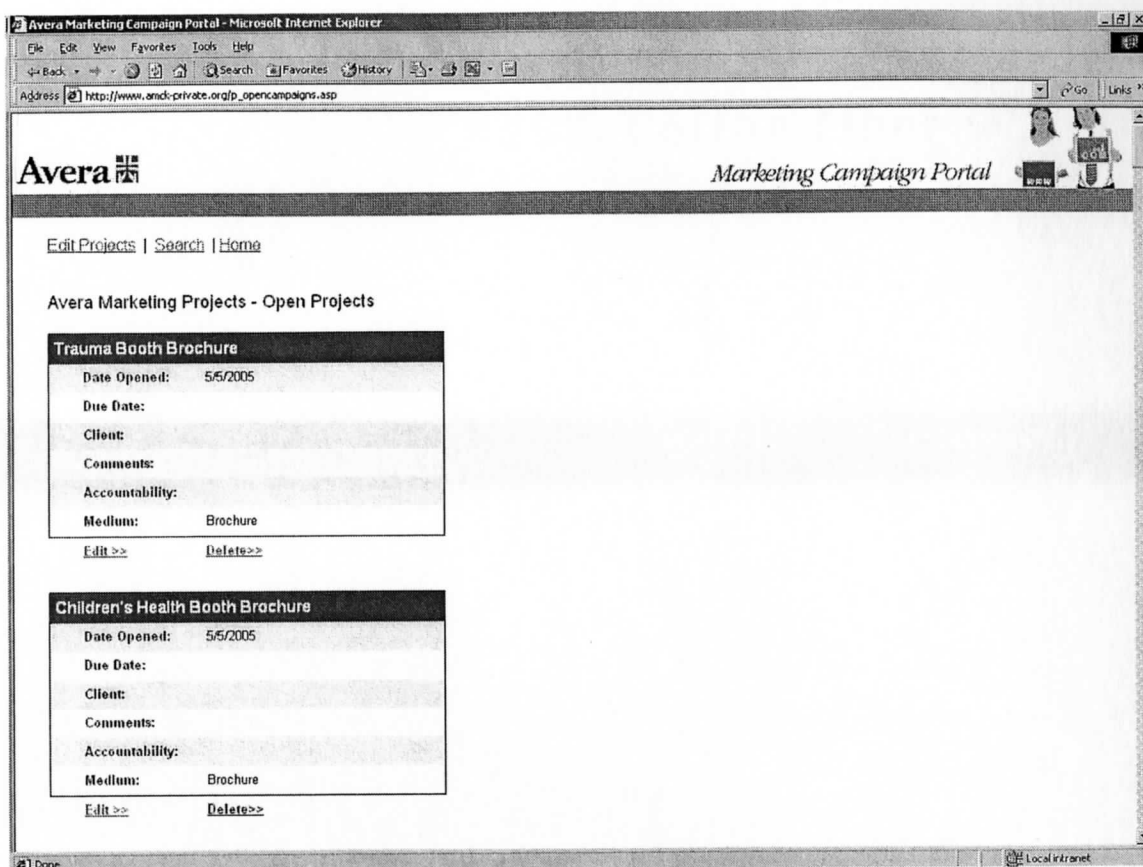
Client: Avera  
 Comments:  
 Medium: Display  
[Edit >>](#) [Delete >>](#)

**Children's Health Display (Accountability: Clare)**  
 Date Opened: 5/24/2005  
 Due Date:  
 Client: Avera  
 Comments:  
 Medium: Display  
[Edit >>](#) [Delete >>](#)

Done Local Intranet

## Search for Open Projects

Open projects are displayed by due date in descending order. Projects due soon will be displayed at the top of the page.



## Closed Projects

It is also possible to search for a complete list of closed projects only. Closed projects will remain in the system and can be viewed until deleted.

**Avera Marketing Campaign Portal - Microsoft Internet Explorer**

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites History

Address [http://www.amck-private.org/p\\_closedcampaigns.asp](http://www.amck-private.org/p_closedcampaigns.asp) Go Links

---

**Avera** *Marketing Campaign Portal*

[Edit Projects](#) | [Search](#) | [Home](#)

**Avera Marketing Projects - Closed Projects**

**AH Report**

Date Opened:	11/10/2005
Due Date:	11/15/2005
Client:	Avera
Comments:	Done
Accountability:	Clare
Medium:	Newsletter

[Edit >>](#) [Delete >>](#)

**AH Bulletin**

Date Opened:	11/10/2005
Due Date:	11/15/2005
Client:	Avera
Comments:	Done
Accountability:	Clare
Medium:	Newsletter

[Edit >>](#) [Delete >>](#)

Done Local intranet



## Campaign Editor

The primary section of the portal, the Campaign Editor, enables users to view all projects, add new projects, delete projects, and edit projects.

### View All Projects

When “Edit Projects” is selected the following screen is displayed. Projects are displayed in chronological order according to the Date Opened field. To view the campaign details, click the hyperlink in the campaign column. The details of the campaign will display in the bottom half of the frame.

**Avera Marketing Campaign Portal - Microsoft Internet Explorer**

Address: [http://www.amck-private.org/database\\_editor.asp](http://www.amck-private.org/database_editor.asp)

**Avera** Marketing Campaign Portal

Home | Print

**Avera Marketing Projects - Sorted Alphabetically by Project: A to Z**

[Add New Record](#) [Delete Selected Records](#)

<input type="checkbox"/>	Project ↑ ↓	Campaign ↑ ↓	Opened ↑ ↓	Due ↑ ↓	Description	Medium ↑ ↓	Finished ↑ ↓
<input type="checkbox"/>	<a href="#">Advocacy Booth Brochure</a>	Advocacy	5/5/2005		Done	Brochure	Yes
<input type="checkbox"/>	<a href="#">Advocacy Display</a>	Advocacy	5/24/2005			Display	Yes
<input type="checkbox"/>	<a href="#">AHI Bulletin</a>	Communication	12/5/2005	12/15/2005		Newsletter	No
<input type="checkbox"/>	<a href="#">AHI Bulletin</a>	Communication	11/10/2005	11/15/2005	Done	Newsletter	Yes
<input type="checkbox"/>	<a href="#">AHI Bulletin</a>	Communication	10/13/2005	10/14/2005	Done	Newsletter	Yes
<input type="checkbox"/>	<a href="#">AHI Report</a>	Communication	12/5/2005	12/15/2005	Send message 12/5.	Newsletter	No
<input type="checkbox"/>	<a href="#">AHI Report</a>	Communication	11/10/2005	11/15/2005	Done	Newsletter	Yes
<input type="checkbox"/>	<a href="#">AHI Report</a>	Communication	10/13/2005	10/14/2005		Newsletter	Yes
<input type="checkbox"/>	<a href="#">AQU - In the Community</a>	Advocacy	10/13/2005	1/1/2006	Work with Amy Schreier on	Newsletter	No

**Advocacy Display**

Opened: 5/24/2005

Due:

Description: Display

Medium: Avera

Client:

Accountability: Clare

Finished: Yes

[Edit](#) [Delete](#)

## Add New Projects

New projects can be added to the portal by selecting the “Add New Record” button located below the heading Avera Marketing Projects. The form to enter a new record will be displayed in the bottom half of the frame.

Once the information has been completed, click “ok” to save the new record or “reset” to clear the form.

**Avera Marketing Campaign Portal - Microsoft Internet Explorer**

Address: [http://www.amck-private.org/database\\_editor.asp](http://www.amck-private.org/database_editor.asp)

**Avera** Marketing Campaign Portal

Home | Print

**Avera Marketing Projects - Sorted Alphabetically by Project: A to Z**

[Add New Record](#) [Delete Selected Records](#)

<input type="checkbox"/>	Project ↑ ↓	Campaign ↑ ↓	Opened ↑ ↓	Due ↑ ↓	Description	Medium ↑ ↓	Finished ↑ ↓
<input type="checkbox"/>	<a href="#">Advocacy Booth Brochure</a>	Advocacy	5/5/2005		Done	Brochure	Yes
<input type="checkbox"/>	<a href="#">Advocacy Display</a>	Advocacy	5/24/2005			Display	Yes
<input type="checkbox"/>	<a href="#">AH Bulletin</a>	Communication	12/5/2005	12/15/2005		Newsletter	No
<input type="checkbox"/>	<a href="#">AH Bulletin</a>	Communication	11/10/2005	11/15/2005	Done	Newsletter	Yes
<input type="checkbox"/>	<a href="#">AH Bulletin</a>	Communication	10/13/2005	10/14/2005	Done	Newsletter	Yes
<input type="checkbox"/>	<a href="#">AH Report</a>	Communication	12/5/2005	12/15/2005	Send message 12/5.	Newsletter	No
<input type="checkbox"/>	<a href="#">AH Report</a>	Communication	11/10/2005	11/15/2005	Done	Newsletter	Yes
<input type="checkbox"/>	<a href="#">AH Report</a>	Communication	10/13/2005	10/14/2005		Newsletter	Yes
<input type="checkbox"/>	<a href="#">AQU - In the Community</a>	Advocacy	10/13/2005	1/1/2006	Work with Amy Schreier on	Newsletter	No

**Add New Project Record**

Project Title:

Campaign:

Date Opened:  (mm/dd/yyyy)

Due Date:  (mm/dd/yyyy)

Comments:

Medium:

Client:

Done Local intranet

## Delete Projects

Projects can be deleted from the portal by clicking the checkbox beside the campaign name in the far left column below the green heading. The record will then be displayed in the bottom frame. The system will ask for confirmation that the record should be deleted. Records can be deleted one at a time or multiple records can be selected to delete as a group.

The screenshot shows a web browser window titled "Avera Marketing Campaign Portal - Microsoft Internet Explorer". The address bar shows "http://www.anch-private.org/database\_editor.asp". The page header includes the Avera logo and "Marketing Campaign Portal". Below the header, there are links for "Home" and "Print". The main heading is "Avera Marketing Projects - Sorted Alphabetically by Project: A to Z". There are two buttons: "Add New Record" and "Delete Selected Records".

<input type="checkbox"/>	Project ↑ ↓	Campaign ↑ ↓	Opened ↑ ↓	Due ↑ ↓	Description	Medium ↑ ↓	Finished ↑ ↓
<input checked="" type="checkbox"/>	<a href="#">Advocacy Booth Brochure</a>	Advocacy	5/5/2005		Done	Brochure	Yes
<input type="checkbox"/>	<a href="#">Advocacy Display</a>	Advocacy	5/24/2005			Display	Yes
<input type="checkbox"/>	<a href="#">AH Bulletin</a>	Communication	12/5/2005	12/15/2005		Newsletter	No
<input type="checkbox"/>	<a href="#">AH Bulletin</a>	Communication	11/10/2005	11/15/2005	Done	Newsletter	Yes
<input type="checkbox"/>	<a href="#">AH Bulletin</a>	Communication	10/13/2005	10/14/2005	Done	Newsletter	Yes
<input type="checkbox"/>	<a href="#">AH Report</a>	Communication	12/5/2005	12/15/2005	Send message 12/5.	Newsletter	No
<input type="checkbox"/>	<a href="#">AH Report</a>	Communication	11/10/2005	11/15/2005	Done	Newsletter	Yes
<input type="checkbox"/>	<a href="#">AH Report</a>	Communication	10/13/2005	10/14/2005		Newsletter	Yes
<input type="checkbox"/>	<a href="#">AQU - In the Community</a>	Advocacy	10/13/2005	1/1/2006	Work with Amy Schreier on	Newsletter	No

Project	Opened	Due	Description	Medium
Advocacy Booth Brochure	5/5/2005		Done	Brochure

**Are you sure you want to delete this record?**

The status bar at the bottom shows "Done" and "Local intranet".

## Edit Projects

Projects can be edited by clicking the hyperlink in the campaign column. The campaign details will display in the bottom half of the frame. To edit the project, click the edit button. Type changes in the form and click "ok" to save changes or reset to discard changes.

Avera Marketing Campaign Portal - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.amcd-private.org/database\_editor.asp

**Avera** Marketing Campaign Portal

Home | Print

Avera Marketing Projects - Sorted Alphabetically by Project: A to Z

[Add New Record](#) [Delete Selected Records](#)

<input type="checkbox"/>	Project ↑ ↓	Campaign ↑ ↓	Opened ↑ ↓	Due ↑ ↓	Description	Medium ↑ ↓	Finished ↑ ↓
<input type="checkbox"/>	<a href="#">Advocacy Booth Brochure</a>	Advocacy	5/5/2005		Done	Brochure	Yes
<input type="checkbox"/>	<a href="#">Advocacy Display</a>	Advocacy	5/24/2005			Display	Yes
<input type="checkbox"/>	<a href="#">AHI Bulletin</a>	Communication	12/5/2005	12/15/2005		Newsletter	No
<input type="checkbox"/>	<a href="#">AHI Bulletin</a>	Communication	11/10/2005	11/15/2005	Done	Newsletter	Yes
<input type="checkbox"/>	<a href="#">AHI Bulletin</a>	Communication	10/13/2005	10/14/2005	Done	Newsletter	Yes
<input type="checkbox"/>	<a href="#">AHI Report</a>	Communication	12/5/2005	12/15/2005	Send message 12/5.	Newsletter	No
<input type="checkbox"/>	<a href="#">AHI Report</a>	Communication	11/10/2005	11/15/2005	Done	Newsletter	Yes
<input type="checkbox"/>	<a href="#">AHI Report</a>	Communication	10/13/2005	10/14/2005		Newsletter	Yes
<input type="checkbox"/>	<a href="#">AQU - In the Community</a>	Advocacy	10/13/2005	1/1/2006	Work with Amy Schreier on	Newsletter	No

Project:

Opened:

Due:

Description:

Medium:

Client:

Accountability:

Finished:

Done Local intranet

## APPENDIX B: WORK BREAKDOWN STRUCTURE (WBS)

	Task Name	Duration	Start	Finish	Predecessors	Resource Names
1	<b>Research</b>	<b>7 days</b>	<b>Tue 6/7/05</b>	<b>Tue 6/28/05</b>		<b>Dalene Schramm</b>
2	Interview corporate marketing staff	1 day	Wed 6/8/05	Wed 6/8/05	4	
3	Interview marketing directors	3 days	Tue 6/14/05	Tue 6/21/05	2	
4	Research marketing campaign management software vendors	1 day	Tue 6/7/05	Tue 6/7/05		
5	Identify portal features	2 days	Wed 6/22/05	Tue 6/28/05	2,3	
6	Investigate database needs	1 day	Tue 6/7/05	Tue 6/7/05		
7	Investigate website development needs	1 day	Tue 6/7/05	Tue 6/7/05		
8	<b>Architecture Design</b>	<b>10 days</b>	<b>Tue 6/7/05</b>	<b>Tue 7/12/05</b>		<b>Dalene Schramm</b>
9	Select database development tool	0 days	Tue 6/7/05	Tue 6/7/05	6	
10	Select website development tool	0 days	Tue 6/7/05	Tue 6/7/05	7,9	
11	Mock up database architecture	2 days	Wed 6/8/05	Tue 6/14/05	9	
12	Mock up portal architecture	2 days	Wed 6/15/05	Tue 6/21/05	11	
13	Share mock ups with marketing directors	4 days	Wed 6/22/05	Tue 7/5/05	12	
14	Receive approval from marketing directors on mock ups with suggested revisions	0 days	Tue 7/5/05	Tue 7/5/05	13	
15	Implement revisions to mock ups	2 days	Wed 7/6/05	Tue 7/12/05	14	
16	Build Database	2 days	Wed 7/13/05	Tue 7/19/05	15	
17	<b>Portal Development</b>	<b>20 days?</b>	<b>Wed 7/20/05</b>	<b>Tue 9/27/05</b>		<b>Dalene Schramm</b>
18	Create look and feel of site	2 days	Wed 7/20/05	Tue 7/26/05	16	
19	Create menu based on approved architecture	1 day	Wed 7/27/05	Wed 7/27/05	18	
20	<b>Develop "data entry" portion of portal</b>	<b>5 days?</b>	<b>Tue 8/2/05</b>	<b>Tue 8/16/05</b>		<b>Dalene Schramm</b>
21	<b>Create campaign data entry form</b>	<b>5 days?</b>	<b>Tue 8/2/05</b>	<b>Tue 8/16/05</b>		<b>Dalene Schramm</b>
22	Create activities drop down menu	1 day?	Tue 8/2/05	Tue 8/2/05	19	
23	Create media type drop down menu	1 day?	Wed 8/3/05	Wed 8/3/05	22	
24	Create campaign type check box options	1 day?	Tue 8/9/05	Tue 8/9/05	23	
25	Create other data entry form fields	2 days	Wed 8/10/05	Tue 8/16/05	24	
26	<b>Develop "search for event" portion for portal</b>	<b>12 days?</b>	<b>Wed 8/17/05</b>	<b>Tue 9/27/05</b>		<b>Dalene Schramm</b>
27	<b>Create search for campaign form</b>	<b>4 days?</b>	<b>Wed 8/17/05</b>	<b>Tue 8/30/05</b>		<b>Dalene Schramm</b>
28	Create search by activities drop down menu	1 day?	Wed 8/17/05	Wed 8/17/05	25	
29	Create search by media type drop down menu	1 day?	Tue 8/23/05	Tue 8/23/05	28	
30	Create search by facility drop down menu	1 day?	Wed 8/24/05	Wed 8/24/05	29	
31	Create search for events by date feature	1 day?	Tue 8/30/05	Tue 8/30/05	30	
32	Create timeline view	4 days	Wed 8/31/05	Tue 9/13/05	31	
33	Create calendar view	4 days	Wed 9/14/05	Tue 9/27/05	32	
34	<b>Testing and Debugging</b>	<b>6 days</b>	<b>Wed 9/28/05</b>	<b>Tue 10/18/05</b>		<b>Dalene Schramm</b>
35	Test website with corporate marketing staff	1 day	Wed 9/28/05	Wed 9/28/05	33	
36	Receive approval from corporate marketing staff on portal with suggested revisions	0 days	Wed 9/28/05	Wed 9/28/05	35	
37	Implement suggested revisions from corporate staff and fix bugs	2 days	Tue 10/4/05	Wed 10/5/05	36	
38	Show portal to marketing directors	1 day	Tue 10/11/05	Tue 10/11/05	37	
39	Receive approval from marketing directors on portal with suggested revisions	0 days	Tue 10/11/05	Tue 10/11/05	38	
40	Implement suggested revisions from marketing directors and fix bugs	2 days	Wed 10/12/05	Tue 10/18/05	39	
41	<b>Training</b>	<b>3 days</b>	<b>Wed 10/19/05</b>	<b>Wed 10/26/05</b>		<b>Dalene Schramm</b>
42	Hold training session for corporate staff and marketing directors	1 day	Wed 10/19/05	Wed 10/19/05	40	
43	Receive approval on portal from marketing directors and corporate staff	0 days	Wed 10/19/05	Wed 10/19/05	42	
44	Implement suggested revisions and fix bugs	2 days	Tue 10/25/05	Wed 10/26/05	43	
45	<b>Launch</b>	<b>3 days?</b>	<b>Tue 11/1/05</b>	<b>Tue 11/8/05</b>		<b>Dalene Schramm</b>
46	Show site to marketing directors and corporate staff and receive their approval to launch	2 days	Tue 11/1/05	Wed 11/2/05	44	
47	Incorporate revisions from marketing directors and corporate staff	1 day?	Tue 11/8/05	Tue 11/8/05	46	
48	Launch portal	0 days	Tue 11/8/05	Tue 11/8/05	47	
49	<b>Maintenance and Support</b>	<b>1 day?</b>	<b>Wed 11/9/05</b>	<b>Wed 11/9/05</b>	<b>48</b>	<b>Dalene Schramm</b>
50	Hold additional training sessions	1 day?	Wed 11/9/05	Wed 11/9/05		
51	Provide support to directors	1 day?	Wed 11/9/05	Wed 11/9/05	48	
52	Maintain portal	1 day?	Wed 11/9/05	Wed 11/9/05	48	



APPENDIX D: USE CASES

Use Case 1 Search for Project

Primary Actor: Marketing Associate	
Scope: Marketing Campaign Intranet Portal	
Level: User goal	
Stakeholders and Interests:	
	Marketing Associate – wants to locate project
Precondition: User already has portal open.	
Minimal Guarantee: Sufficient information exists in the database so that the portal can list projects or ask user to search again.	
Success Guarantee: Portal displays desired project details.	
Main Success Scenario:	
<ol style="list-style-type: none"><li>1. Marketing Associate selects to search for a marketing project.</li><li>2. Marketing Associate browses and searches for project.</li><li>3. Portal returns requested marketing project results.</li><li>4. Marketing Associate views results.</li><li>5. Marketing Associate closes portal or searches again.</li></ol>	
Exceptions:	
<ol style="list-style-type: none"><li>2a. Web failure of any sort while browsing:<ol style="list-style-type: none"><li>2a1. System displays please select search criteria.</li><li>2a2. Marketing Associate either backs out of this use case or tries again.</li></ol></li><li>3a. Portal fails to display project results:<ol style="list-style-type: none"><li>3a1. System displays please select search criteria.</li><li>3a2. Marketing Associate either backs out of this use case or tries again.</li></ol></li><li>3b. Computer crashes or is switched off:<ol style="list-style-type: none"><li>3b1. Marketing Associate restarts use case.</li></ol></li><li>5a. Portal fails to close:<ol style="list-style-type: none"><li>5a1. Marketing Associate ends task.</li></ol></li></ol>	



## Use Case 2 Edit Project

Primary Actor: Marketing Associate	
Scope: Marketing Campaign Intranet Portal	
Level: User goal	
Stakeholders and Interests:	
	Marketing Associate – wants to edit project
Precondition: User already has portal open.	
Minimal Guarantee: Sufficient information exists in the database so that the portal can list projects or ask user to redefine search criteria.	
Success Guarantee: Project is edited in the portal.	
Main Success Scenario:	
<ol style="list-style-type: none"> <li>1. Marketing Associate selects to search for a marketing project.</li> <li>2. Marketing Associate browses and searches for project.</li> <li>3. Portal returns requested marketing project to edit.</li> <li>4. Marketing Associate edits and saves project.</li> <li>5. Portal records changes.</li> <li>6. Marketing Associate closes portal or searches again.</li> </ol>	
Exceptions:	
<ol style="list-style-type: none"> <li>2a. Web failure of any sort while browsing:               <ol style="list-style-type: none"> <li>2a1. System displays please select search criteria.</li> <li>2a2. Marketing Associate either backs out of this use case or tries again.</li> </ol> </li> <li>3a. Portal fails to display project results:               <ol style="list-style-type: none"> <li>3a1. System displays please select search criteria.</li> <li>3a2. Marketing Associate either backs out of this use case or tries again.</li> </ol> </li> <li>5a. Portal fails to save project changes.               <ol style="list-style-type: none"> <li>5a1. System displays error message.</li> <li>5a2. Marketing Associate either backs out of this use case or tries again.</li> </ol> </li> <li>5b. Computer crashes or is switched off:               <ol style="list-style-type: none"> <li>5b1. Marketing Associate restarts computer and use case.</li> </ol> </li> <li>6a. Portal fails to close:               <ol style="list-style-type: none"> <li>6a1. Marketing Associate ends task.</li> </ol> </li> </ol>	



## Use Case 3 Delete Project

Primary Actor: Marketing Associate	
Scope: Marketing Campaign Intranet Portal	
Level: User goal	
Stakeholders and Interests:	
	Marketing Associate – wants to delete project
Precondition: User already has portal open.	
Minimal Guarantee: Sufficient information exists in the database so that the portal can list projects or ask user to redefine search criteria.	
Success Guarantee: Project is deleted from Portal.	
Main Success Scenario:	
<ol style="list-style-type: none"> <li>1. Marketing Associate selects to search for a marketing project.</li> <li>2. Marketing Associate browses and searches for project.</li> <li>3. Portal returns requested marketing project results.</li> <li>4. Marketing Associate deletes project.</li> <li>5. Marketing Associate closes portal or searches again.</li> </ol>	
Exceptions:	
<ol style="list-style-type: none"> <li>2a. Web failure of any sort while browsing:               <ol style="list-style-type: none"> <li>2a1. System displays please select search criteria.</li> <li>2a2. Marketing Associate either backs out of this use case or tries again.</li> </ol> </li> <li>3a. Portal fails to display project results:               <ol style="list-style-type: none"> <li>3a1. System displays please select search criteria.</li> <li>3a2. Marketing Associate either backs out of this use case or tries again.</li> </ol> </li> <li>4a. Portal fails to delete record:               <ol style="list-style-type: none"> <li>4a1. Marketing Associates either backs out of this use case or tries again.</li> </ol> </li> <li>4b. Computer crashes or is switched off:               <ol style="list-style-type: none"> <li>4b1. Marketing Associate restarts computer and use case.</li> </ol> </li> <li>5a. Portal fails to close:               <ol style="list-style-type: none"> <li>5a1. Marketing Associate ends task.</li> </ol> </li> </ol>	

## Use Case 4 Add New Project

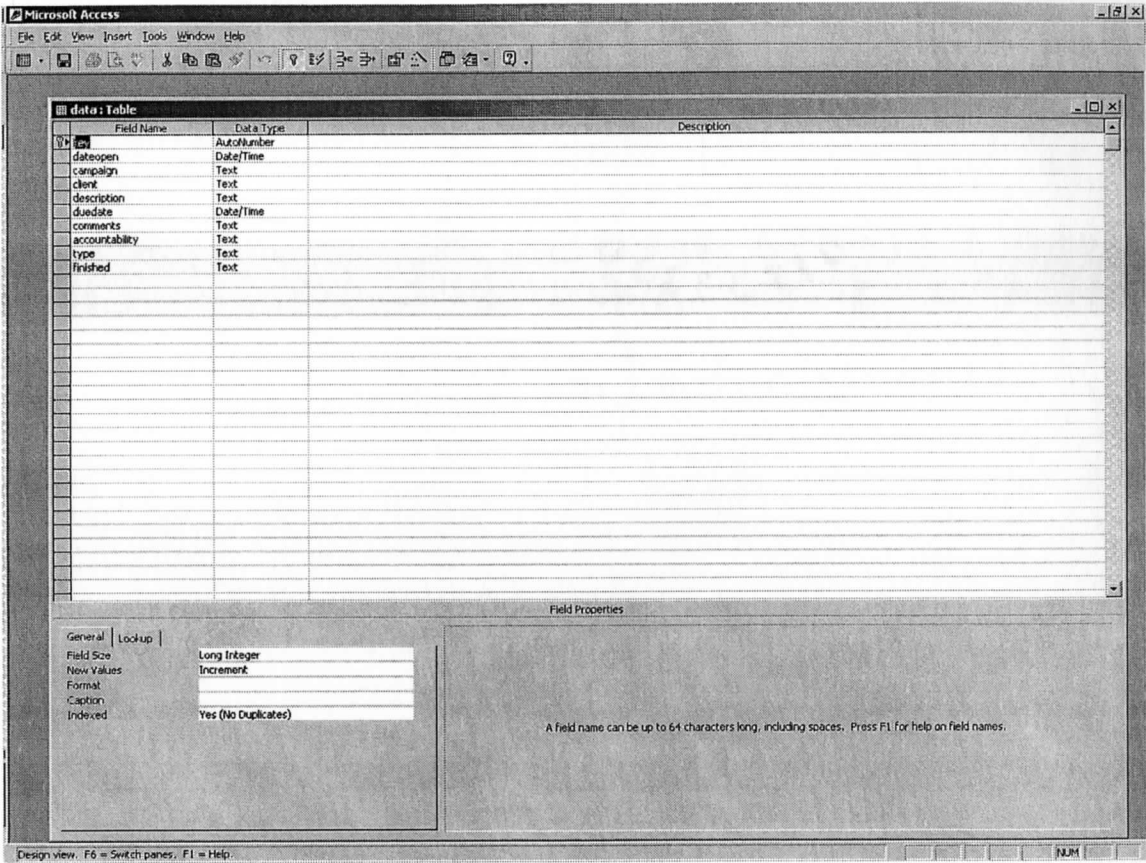
Primary Actor: Marketing Associate	
Scope: Marketing Campaign Intranet Portal	
Level: User goal	
Stakeholders and Interests:	
	Marketing Associate – wants to add new project
Precondition: User already has portal open.	
Minimal Guarantee: Sufficient information exists in the database so that the portal can list projects or ask user to redefine search criteria.	
Success Guarantee: Portal displays desired project details.	
Main Success Scenario:	
<ol style="list-style-type: none"> <li>1. Marketing Associate selects to add new marketing project.</li> <li>2. Portal returns add new project record form.</li> <li>3. Marketing Associate enters and saves new project data.</li> <li>4. Portal records new project in database.</li> <li>5. Marketing Associate closes portal or adds new project.</li> </ol>	
Exceptions:	
<ol style="list-style-type: none"> <li>2a. Web failure of any sort while returning add new project record form:               <ol style="list-style-type: none"> <li>2a1. System displays error message.</li> <li>2a2. Marketing Associate either backs out of this use case or tries again.</li> </ol> </li> <li>3a. Computer crashes or is switched off during entry process:               <ol style="list-style-type: none"> <li>3a1. Marketing Associate restarts use case.</li> </ol> </li> <li>4a. Portal fails to save new project:               <ol style="list-style-type: none"> <li>4a1. System displays error message.</li> <li>4a2. Marketing Associate either backs out of this use case or tries again.</li> </ol> </li> <li>5a. Portal fails to close:               <ol style="list-style-type: none"> <li>5a1. Marketing Associate ends task.</li> </ol> </li> </ol>	

## Use Case 5 Print Project List

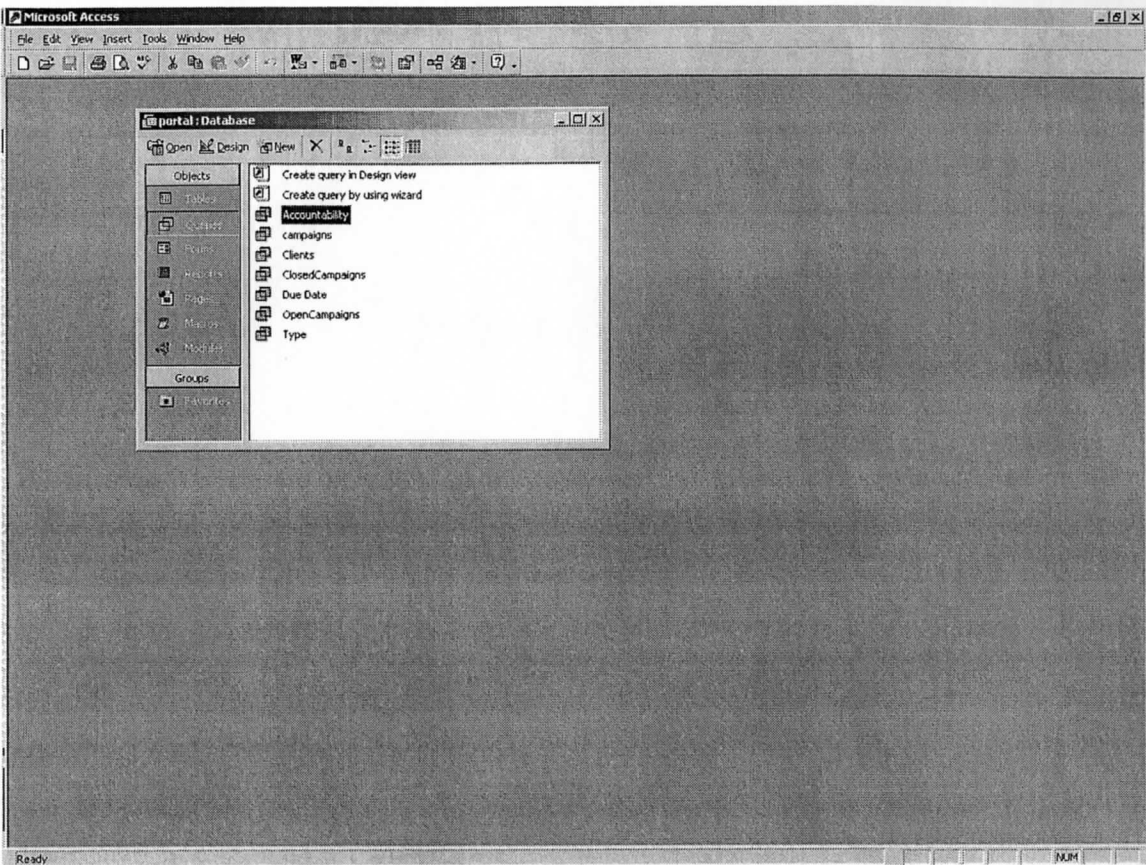
Primary Actor: Marketing Associate	
Scope: Marketing Campaign Intranet Portal	
Level: User goal	
Stakeholders and Interests:	
	Marketing Associate – wants to print project list.
Precondition: User already has portal open.	
Minimal Guarantee: Sufficient information exists in the database so that the portal can list projects or ask user to redefine search criteria.	
Success Guarantee: Portal prints desired project list.	
Main Success Scenario:	
<ol style="list-style-type: none"> <li>1. Marketing Associate selects to print project list.</li> <li>2. Portal prints project list.</li> <li>3. Marketing Associate closes portal or searches project list.</li> </ol>	
Exceptions:	
<ol style="list-style-type: none"> <li>2a. Computer crashes or is switched off during printing:               <ol style="list-style-type: none"> <li>2a1. Marketing Associate restarts use case.</li> </ol> </li> <li>2b. Portal fails to print project list:               <ol style="list-style-type: none"> <li>2b1. System displays error message.</li> <li>2b2. Marketing Associate either backs out of this use case or tries again.</li> </ol> </li> <li>3a. Portal fails to close:               <ol style="list-style-type: none"> <li>3a1. Marketing Associate ends task.</li> </ol> </li> </ol>	

# APPENDIX E: DATABASE DESIGN

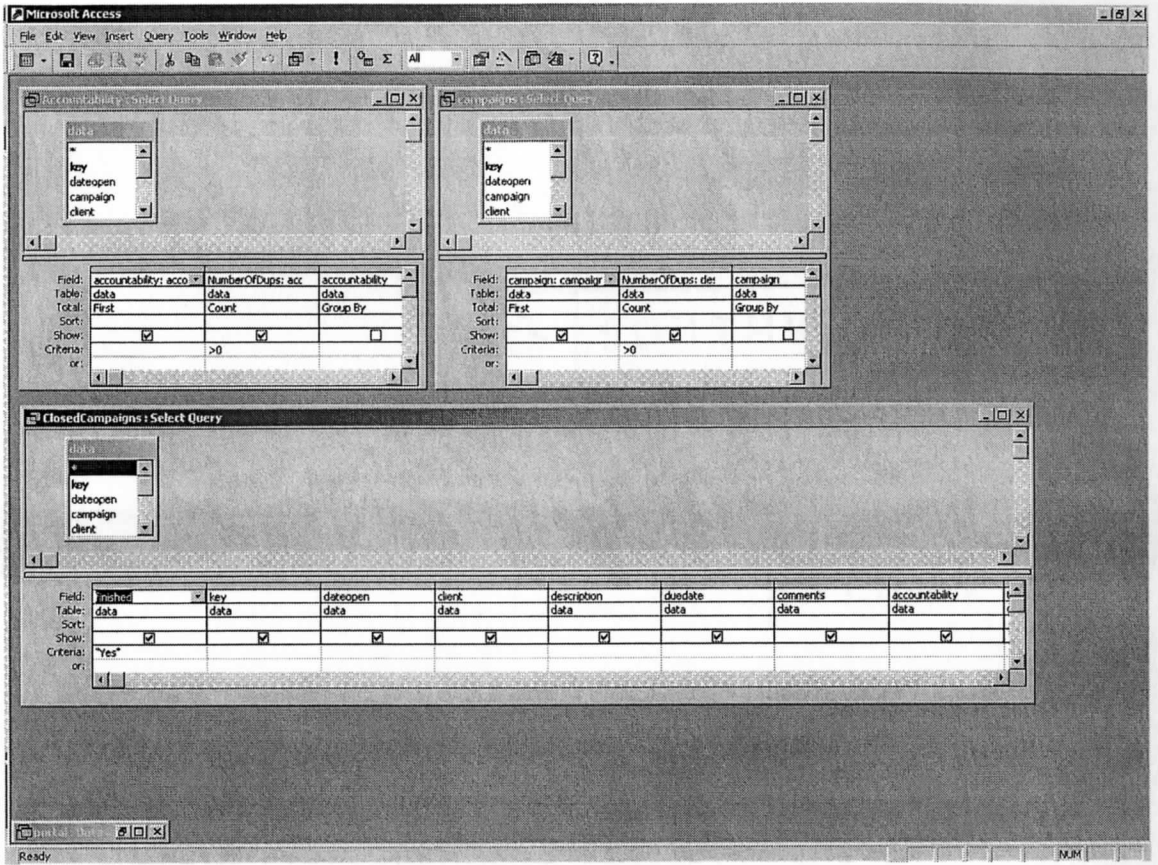
## Primary Table “Data”



Database Queries



## Database Queries (design view)





Database Queries (design view)

